

NOMINATION FOR AWARD		
AWARD Air Force PA Director's Excellence Award (Large Wing)	CATEGORY (If Applicable) Unit	AWARD PERIOD 1 Jan - 31 Dec 2001
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Oklahoma City Air Logistics Center PA	SSN (Enter Last 4 Only)	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE	NOMINEE'S TELEPHONE (DSN & Commercial) DSN 339-2026, (405) 739-2026	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE OC-ALC/PA, 3001 Staff Drive, Ste 1AG78A, Tinker AFB OK 73145-3010		
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Maj Gen Charles L. Johnson II, DSN 339-2201, (405) 739-2201 (charles.johnson@tinker.af.mil)		
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)		
<p>Overall Effectiveness of Program</p> <ul style="list-style-type: none"> - Versatile, comprehensive, and very successful PA program in challenging, multi-mission environment -- Supports largest Air Logistics Center in AF, seven major tenants, two services, two DoD agencies - Reaches broad internal and external audience of 16,000 civilians, 8,000 military, 2,000 contractors -- Serves thousands of retirees, dependents with dynamic, award-winning print, electronic products - Timely and effective response to more than 400 queries from local, national and trade publications -- Effectively coordinates multi-faceted, team approach to media relations with four tenant unit PAOs - Maintains, enhances community support through wide variety of interactive on and off-base programs -- Planned, coordinated base participation in dozens of ceremonies, local events and base programs -- Developed new informational materials and programs to better inform, educate community leaders <p>Research and Planning</p> <ul style="list-style-type: none"> - Organized and conducted readership survey to determine impact of base paper and plan improvements -- Processed 500+ completed surveys; subsequent revisions improved appearance, readability, impact - Planned, hosted media day for local news directors, editors to discuss procedures and opportunities -- Provided depot tours and info packets with pre-arranged story ideas from each major directorate -- Enhanced understanding of post-11 Sept environments and resulted in positive coverage for ALC - Gauged homeowner attitudes, needs with door-to-door survey when water wells were contaminated -- Developed relationships, relieved fears, coordinated short-term solutions pending permanent fix -- Effectively used existing community action board process to inform and calm public and media - Developed and maintains invaluable data base of more than 350 community leaders and officials -- Continuously reviews media and other sources to ensure addition, indoctrination of new members <p>Execution and Evaluation</p> <ul style="list-style-type: none"> - Effectively communicated to all affected publics during emotional BRAC-related workload transfer -- Worked with both San Antonio and Oklahoma media to identify and welcome new employees - Successfully organized, executed Public Affairs aspects of numerous high-profile VIP visits to Tinker -- Praised by White House staff, press corps for outstanding support during visit of President Bush -- Similar results in support of visits of SecAF, CMSAF, Senators Warner and Inhofe, and others - Outstanding support to Tinker's \$1 million recycling program which pays for itself and funds MWR -- Hands-on approach with continuous publicity and outreach to base employees and area schools - Turned overdue Army Bronze Star into recognition for 50+ WWII veterans in elder care center -- Used IMA support to develop long-term relationship and support for resident Alzheimers victims - Organized, executed recognition event for 90+ women who served as "Rosie the Riveter" in WWII -- Highly successful event resulted in community leader praise and continuing positive coverage - Developed flexible new base/unit mission briefings for use with all internal and external audiences -- Can be tailored to fit time, audience size, and knowledge-base, as well as presentation environment - Led base support for on-base community Independence Day celebration attended by more than 25,000 -- Arranged meeting between handicapped children and F-16 pilots as well as other special events <p>Innovativeness of Program</p> <ul style="list-style-type: none"> - New electronic Hometown News Release forms reduced both time and effort, doubled submissions - Effectively used high technology for crisis communication with media, public and internal audiences -- Created base operating status website to inform employees, public, media during adverse weather -- Worked with EM to create new website for community members affected by water contamination -- Created, distributed daily commander's messages to employees during initial period after 11 Sept - Enhanced successful COMMSTAR program of one-on-one relationships with community leaders -- Arranged, supported small group tours and visits to individual work areas for greater understanding - Developed and implemented highly flexible public tour program aimed at chambers of commerce -- Reached leadership core at 16 area chambers and other community groups over six-month period 		

NOMINATION FOR AWARD *(Continued)*

RANK/NAME OF NOMINEE *(First, Middle Initial, Last)*

Oklahoma City Air Logistics Center PA

SPECIFIC ACCOMPLISHMENTS *(Use single-spaced, bullet format)* *(Continued)*

Contributors:

Sarah Kielty
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Rhonda Lugo
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Amy Schiess
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Tess Richardson
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Alfredia McGill
MSgt Darrell Lewis
Lt Col Dave Thurston

Reserve Component:

2Lt LeeAnn Mohajerin (ANG)
Major Barbara Carson (AFR)

Contract Personnel:

Ray Dozier
Darren Heusel
April McDonald
Margo Wright-Skaggs